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Amendments to the Claims:

    Claims 1-17 (Cancelled)

    18.   (Currently Amended) A digital advertisement system for use in receiving, processing and displaying digital advertisement information, the digital advertisement system comprising:

    a receiver at a subscriber site;

    a processor in the receiver;

    a memory communicatively coupled to the processor in the receiver, wherein the receiver has stored therein a local condition indicative of a processing capability or a location of the receiver; and

    software stored on the memory and adapted to be executed by the processor to:

    a first software routine stored on the memory and adapted to be executed by the processor to receive a plurality of advertising objects and image objects linked to the advertising objects from a transmitted data stream transmitted by a transmitting site that transmits the same advertising objects and image objects to the receiver and a plurality of other receivers without selectively transmitting particular ones of the objects to particular ones of the receivers, wherein each advertising object includes a data element indicative of at least a required receiver sophistication level or a receiver location;

    store the received plurality of advertising objects and image objects in the memory;

    a second software routine stored on the memory and adapted to be executed by the processor to select a first group of advertising objects from the received advertising objects and image objects based on a the local condition indicative of the processing capability or the location of the receiver; and

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~~a third software routine stored on the memory and adapted to be executed by the~~
~~processor to~~ sequentially display the first group of advertising objects using ones of the image
objects linked to the first group of advertising objects.

19.   (Currently Amended) The system of claim 18, wherein the ~~second~~ software
~~routine~~ is further adapted to be executed by the processor to select the first group of
advertising objects based on a user's preferences.

20.   (Currently Amended) The system of claim 18, wherein ~~the second software~~
routine is ~~further adapted to be executed by the processor to select the first group of~~
~~advertisement objects based on a geographic location~~ each of the plurality of advertising
objects comprises a separate advertisement, and wherein at least one of the image objects is
linked to at least two of the advertising objects.

21.   (Currently Amended) The system of claim 18, wherein the ~~second~~ software
~~routine~~ is further adapted to be executed by the processor to select the first group of
advertisement objects based on a user interface sophistication level.

22.   (Currently Amended) The system of claim 18, wherein the ~~second~~ software
~~routine~~ is further adapted to be executed by the processor to select a second group of
advertisement objects based on ~~a~~ the local condition.

23.   (Currently Amended) The system of claim 18, wherein the ~~third~~ software ~~routine~~ is further adapted to be executed by the processor to display the first group of advertisement objects based on an ordered list.

24.   (Currently Amended) A method of receiving advertisements for use in a receiver station with a cache memory that receives a data stream containing advertising objects and image objects linked to the advertising objects, the method comprising:

storing a local condition indicative of a processing capability or a location of the receiver station in the receiver station;

storing in the cache memory the advertising objects and the image objects received via the data stream, wherein the data stream is transmitted by a transmitting site that transmits the same advertising objects and image objects to the receiver and a plurality of other receivers without selectively transmitting particular ones of the objects to particular ones of the receiver stations, and wherein each advertising object includes a data element indicative of a required receiver station sophistication level or a location;

selecting a ~~received~~ an advertising object and its linked image objects from the ~~transmitted data stream~~ stored advertising objects and image objects;

determining if the ~~received~~ selected advertising object and its linked image objects are compatible with the receiver station based on ~~one or more data elements~~ the local condition of the receiver station and the data element within the ~~received~~ selected advertising object ~~and the linked image objects~~; and

discarding the ~~received~~ selected advertising object if it is not compatible with the receiver station.

25.   (Currently Amended) The method of claim 24, further comprising determining if the received advertising object is a new version of a previously cached advertising object and replacing the previously cached advertising object with the received advertising object if the received advertising object is a~the new version of the previously cached advertising object.

26.   (Currently Amended) The method of claim 25, wherein determining if the received advertising object is a~the new version of a~the previously cached advertising object includes comparing data elements associated with advertising object version.

27.   (Previously Presented) The method of claim 24, further comprising comparing a priority of the received advertising object to a lowest priority associated with a plurality of cached advertising objects and discarding the received advertising object if the priority of the received advertising object is less than or equal to the lowest priority associated with the plurality of cached advertising objects.

28.   (Currently Amended) The method of claim 27, wherein comparing a~the priority of the received advertising object to a~the lowest priority associated with a~the plurality of cached advertising objects includes comparing data elements associated with display priority.

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29.   (Previously Presented) The method of claim 24, further comprising replacing one from a plurality of cached advertising objects having a lowest priority with the received advertising object if the priority of the received advertising object is greater than the lowest priority of the one from the plurality of the cached advertising objects.

30.   (Previously Presented) The method of claim 24, further comprising discarding expired advertising objects from the cached memory.

31.   (Currently Amended) The method of claim 30, wherein discarding the expired advertising objects from the cache memory includes comparing a data element associated with advertising object expiration to a local time at the receiver station.

32.   (Currently Amended) The method of claim 24, wherein selecting a received the advertising object from the transmitted data-stream includes identifying a data element associated with advertising objects.

33.   (Previously Presented) The method of claim 24, further comprising determining if the received advertising object is compatible with a user's preferences and discarding the received advertising object if it is not compatible with the user's preferences.

34.   (Previously Presented) The method of claim 33, wherein determining if the received advertising object is compatible with the user's preferences includes comparing one or more data elements associated with descriptors to the user's preferences.

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Claims 35-40 (Cancelled)

41.   (Currently Amended) A system for generating digital advertisements, the system comprising:

a processor;

a computer readable medium coupled to the processor; and software stored on the computer readable medium and adapted to be executed by the processor to:

generate a plurality of advertisement objects, each of which includes ~~data elements associated with scheduling and display of one of the digital advertisements~~ a data element indicative of a required receiver sophistication level or a location;

generate an identifier object having data elements identifying ones of the advertisement objects for use in selecting ones of the digital advertisements for display;

link image objects containing image information associated with the digital advertisements to the advertisement objects; and

transmit the advertisement objects and the image objects via a transmission data stream to ~~a receiver unit at a subscriber site~~ a plurality of receivers without selectively transmitting particular ones of the objects to particular ones of the receivers, wherein each of the receivers is configured to store therein a respective local condition indicative of a processing capability or a location of the receiver.

42.   (Previously Presented) The system of claim 41, wherein the software is further adapted to link at least one of the image objects to one of the advertisements through another one of the image objects.

43.   (Currently Amended) The system of claim 41, wherein ~~each of the~~ ~~advertisement objects includes a~~ the data element is further associated with one of a user preference, a geographic location, a user interface sophistication level, a location within a display unit, a display priority, or a display time.

44.   (Previously Presented) The system of claim 41, wherein the image information includes one of video information, graphical information or textual information.

45.   (Currently Amended) The system of claim 41, wherein ~~the image object~~ each of the image objects includes data associated with one of a version of the image information, a priority, a sophistication level or an image format.

46.   (Previously Presented) The system of claim 41, wherein the image objects are based on a transport protocol.

47.   (Previously Presented) The system of claim 41, wherein the identifier object is an update list object.

48.   (Currently Amended) A receiver unit configured to be communicatively coupled to a television at a subscriber site and configured to store therein a local condition indicative of a processing capability or a location of the receiver, receive advertising objects and linked image objects from a media broadcast transmission station that transmits the advertising objects and image objects to the receiver and a plurality of other receivers without selectively transmitting particular ones of the objects to particular ones of the receivers, wherein each advertising object includes a data element indicative of a required receiver sophistication level or a receiver location, store the received advertising objects and linked image objects, select a first group of advertising objects from the received advertising objects and image objects based on a the local condition and the data elements associated with the first group of advertising objects and linked image objects, and display the first group of advertising objects using ones of the image objects linked to the first group of advertising objects.

49.   (Currently Amended) The receiver unit of claim 48, further configured to select the first group of advertising objects based on at least one of a user's preference, or a geographic location, or a capability of the receiver unit.

50.   (Currently Amended) The receiver unit of claim 48, further configured to store at least some of the received advertising objects in a memory of the receiver unit and discard at least others some of the advertising objects based on at least one of a user's preference, a geographic location, or a capability of the receiver unit the data elements of the advertising objects and the local condition of the receiver.

51.   (Currently Amended) The receiver unit of claim 48, further configured to decode television programming received from the broadcast transmission station and present the decoded ~~media~~ television programming to a user via the television.

52.   (Previously Presented) The receiver unit of claim 48, further configured to display a program guide and overlay at least some of the received advertising objects onto the program guide.

53.   (Previously Presented) The receiver unit of claim 48, further configured to receive an update list and manage the received advertising objects and cached advertising objects previously stored in the receiver unit based on the update list.

54.   (Previously Presented) The receiver unit of claim 53, wherein managing the received advertising objects includes storing in the receiver unit at least some of the advertising objects based on the update list.

55.   (Previously Presented) The receiver unit of claim 53, wherein managing the cached advertising objects includes discarding at least some of the cached advertising objects from the receiver unit based on the update list.

56.   (Currently Amended) A method comprising transmitting advertising objects and image objects linked to the advertising objects via a media broadcast transmission station to a plurality of receiver stations without selectively transmitting particular ones of the objects to particular ones of the receiver stations, wherein each of the receiver stations is configured to store therein a respective local condition indicative of a processing capability or a location of the receiver station,; receiving the advertising objects and image objects at a receiver station located at a subscriber siteone of the receivers; storing the advertising objects and image objects at the receiver station,; determining via the receiver station if at least one of the received advertising objects and its linked image objects are compatible with the receiver station based on one or more data elements within the data element associated with the at least one of the received advertising objects and the linked image objects and the local condition of the receiver station,; and if the at least one of the received advertising objects is not compatible with the receiver station, discarding via the receiver station the at least one of the received advertising objects.

57.   (Currently Amended) The method of claim 56, further comprising replacing a cached advertising object previously stored in the receiver station with the at least one of the received advertising objects if the at least one of the received advertising objects is a new version of the previously stored advertising object.

58.   (Currently Amended) The method of claim 57, further comprising comparing via the receiver station a data element in associated with the at least one of the received advertising objects with data stored in the receiver station to determine whether the at least one of the received advertising objects is the new version of the cached advertising object.

59.   (Currently Amended) The method of claim 56, further comprising if the at

least one of the received advertising objects is not compatible with the receiver station,

storing-discarding the at least one of the received advertising objects in a memory of via the

receiver station.

60.   (Currently Amended) The method of claim 56, further comprising comparing

via the receiver station a priority level of the at least one of the received advertising objects to

a second priority level and discarding the at least one of the received advertising objects via

the receiver if the priority level of the at least one of the advertising objects is less than or

equal to the second priority level.

61.   (Currently Amended) The method of claim 56, further comprising comparing

via the receiver station a priority level of the at least one of the received advertising objects to

a second priority level and replacing a cached advertising object previously stored in the

receiver station with the at least one of the received advertising objects if the priority level of

the at least one of the received advertising objects is greater than the second priority level.

62.   (Currently Amended) The method of claim 56, further comprising discarding

at least some of the advertising objects via the receiver station based on at least one of a

user's preference, or a geographic location, or a capability of the receiver station.

63.   (Previously Presented) The method of claim 56, further comprising displaying a program guide and overlaying at least some of the advertising objects onto the program guide via the receiver station.

64.   (Previously Presented) The method of claim 56, further comprising receiving at the receiver station an update list and using the update list to manage via the receiver station the advertising objects received at the receiver station and cached advertising objects previously stored in the receiver station.

65.   (Previously Presented) The method of claim 64, wherein managing via the receiver station the advertising objects received at the receiver station includes storing in the receiver station at least some of the advertising objects based on the update list.

66.   (Previously Presented) The method of claim 64, wherein managing via the receiver station the cached advertising objects includes discarding at least some of the cached advertising objects from the receiver station based on the update list.

67.   (Currently Amended) The method of claim 56, further comprising selecting via the receiver station some of the advertising objects and image objects transmitted by the media broadcast transmission station for ~~storage in~~ display via the receiver station, receiving at a second receiver station located at a second subscriber site the same ones of the advertising objects and image objects transmitted by the media broadcast transmission station, and discarding via the second receiver station the some of the advertising objects selected by the receiver station.

68.   (New) A system to display digital advertisement information, the system comprising:

a receiver for use at a subscriber site;

a processor in the receiver;

a memory communicatively coupled to the processor in the receiver, wherein the receiver has stored therein local conditions indicative of a processing capability and a location of the receiver; and

software stored on the memory and adapted to be executed by the processor to:

receive an advertising object and at least one network link associated with the advertising object, wherein the network link specifies a storage location storing a plurality of image objects corresponding to the advertising object, and wherein each of the image objects requires a different processing capability to be rendered by the receiver;

use the network link to retrieve one of the plurality of image objects based on the processing capability of the receiver; and

display the selected advertising object and the retrieved image object.

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69.   (New) A system as defined in claim 68, wherein the software stored on the
memory is further adapted to be executed by the processor to:

receive a plurality of advertising objects and network links; and

select the advertising object from the received advertising objects based on the

processing capability or the location of the receiver.

70.   (New) A system as defined in claim 68, wherein the software stored on the
memory is further adapted to be executed by the processor to receive a second advertising
object, wherein the advertising object and the second advertising object comprise separate
advertisements, and wherein the image objects associated with the network link correspond to
the advertising object and the second advertising object.

71.   (New) A system as defined in claim 68, wherein the location is a geographic
location.

72.   (New) A system as defined in claim 68, wherein the advertising object is
received via a data stream used to transmit the advertising object to a plurality of other
receivers without selectively sending the advertising object to only some of the receivers.